



Figure 1

CUSTOMER- PROVIDED DATA MANAGEMENT

P1G. 2

202

CONFIGURE A CONTENT DATABASE OF PRODUCT DATA SETS

200

204

STORE CUSTOMER- PROVIDED DATA IN VENDOR DATABASE WITH I.D. CODE

206

GENERATE CUSTOMER-BEHAVIORAL DATA IN RESPONSE TO DATA SELECTIONS MADE AT AN INFORMATIONAL DATABASE

208

STORE CUSTOMER-BEHAVIORAL DATA IN VENDOR DATABASE WITH I.D. CODE

210

SELECT A DATA SET AS A FUNCTION OF THE CUSTOMER- PROVIDED/CUSTOMER-BEHAVIORAL DATA

212

CONSTRUCT A COMMUNICATIONS MESSAGE FROM A DATA SET AS A FUNCTION OF A CUSTOMER REQUESTED DELIVERY DATE

214

SEND DATA SET/MESSAGE TO CUSTOMER VIA COMMUNICATIONS NETWORK

216

CAPTURE CUSTOMER-BEHAVIORAL DATA FROM CUSTOMER REVIEW OF DATA SET/MESSAGE